



Business Talks better with Centile

Istra Mobile

Mobile carrier driven PBX services platform designed for Any³ Enterprise Mobility: any service, over any network, to any terminal

Field-proven
Feature-richness
Increase ARPU
Reduce customer churn
Flexible pricing model
Turnkey and flexible integration



Istra Mobile is a mobile carrier driven PBX services platform for mobile operators and MVNEs/MVNOs. With Istra Mobile, enterprise customers get the advanced PBX features of an office telephone system delivered directly to mobile handsets from the network. Mobile phones are fully integrated with desktop and web based applications for call control and administration.

Istra Mobile fundamentally changes the economics of mobile service provision. Mobile operators can quickly gain market share by offering all segments of the enterprise market advanced mobile office features within the existing GSM or convergent infrastructure.

Istra Mobile fully supports the NGIN interface via its Reverse IM-SSF component. Media and circuits are efficiently managed within the GSM network, sending to the Istra Mobile media server only the calls that require media connectivity to it.

Operators are able to quickly roll out new features and services without substantial up-front investment in infrastructure. The pay-as-you-grow business model allows operators to enter and explore new markets at considerably lower risk than ever before.

Istra Mobile is built on an open, standards-based architecture that provides the flexibility to integrate, scale and customize offerings to meet today's requirements, while being ready for the challenges of the fast-evolving mobile enterprise environment.

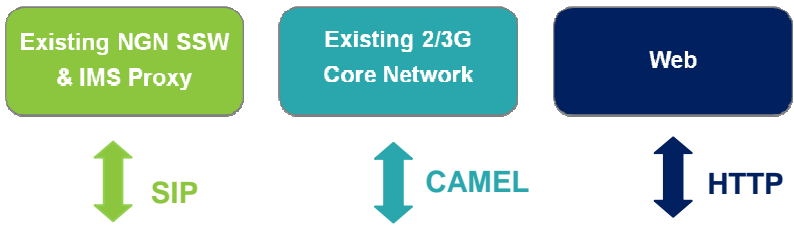
Benefits to Mobile Operators

Flexibility, Differentiation, Future-proofing

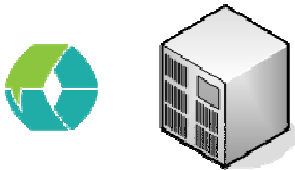
- Vendor agnostic Any³ Enterprise Mobility: Any service, over any network, to any terminal
- Rapidly deploy in today's network
- Easily deliver differentiated, customizable services, insuring customer loyalty and reducing churn
- Boost ARPU with competitive "pay as you grow" pricing model
- Pave the way for FMC and smooth migration to 4G

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Mobile-Driven Converged Virtual PBX



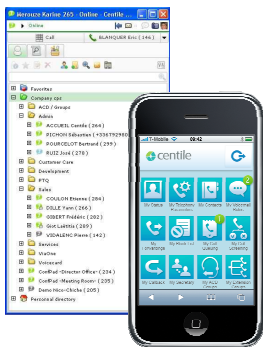
Agile SIP-Centric App Server



Converged Virtual PBX software running on COTS hardware with:

- Multi-Tenant Provisioning
- Multi-Tier Management
- Multiple Growth & Migration Paths

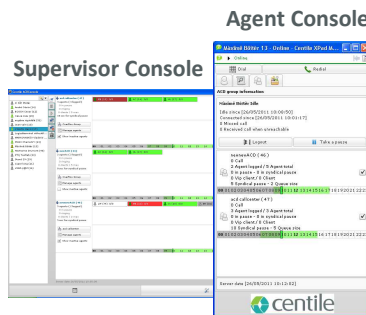
Unified Communications Best-in-Class Services



Mobile & Desktop Selfcare Applications

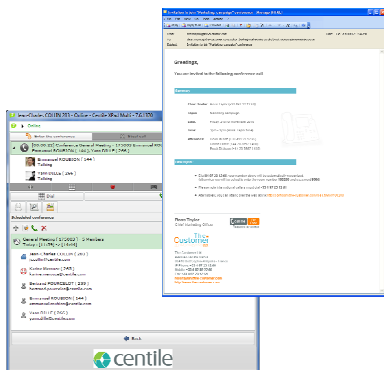


Receptionist Console



Agent Console

Supervisor Console



Conference

Inbound Call Center Console

Value-Added Features

Mobile and Desktop Selfcare Applications

- Enterprise directory
- Personal contacts management
- LDAP and Outlook integration
- Forwarding rules
- Terminal control
- Presence management
- Instant messaging

Inbound Call Center Console

- Call queuing
- Agents and groups overflow
- Pause definition
- Wait time announcement
- Calendar
- Priority queue
- Discreet listening
- Agents monitoring by Supervisor
- Statistics/Reporting
- Login/Logout/Auto Login
- Drag and Drop

Receptionist Console

- Simultaneous calls
- Drag and Drop
- Boss/Secretary filtering
- VIP Supervising
- Supervised conference
- Black list
- Barge in/Intrude/Steal
- Instant messaging
- Directories integration
- CRM integration
- Touch Screen

Conference

- N-way conferencing with participants monitoring
- Conference Bridge (reservation less, invitations, dtmf-less join)
- Scheduled conference with master and participants
- Blast